Reddit Statistics of 2025: Users & Revenue Data

By Naveen Kumar / May 23, 2025

Loved by over 1.2 billion users, Reddit is one of the most influential sources of information. The platform has an average of 91.2 million daily users (DAU), and over 500 million Reddit accounts.

Let's take a look at the latest Reddit statistics to understand how many Reddit users are there, revenue, growth, and more.

Reddit Statistics 2025 (Top Picks)

- Reddit has an average of 91.2 million daily active users (DAU).
- The platform has an estimated 1.21 billion monthly active users (MAU).
- There are 26.4 million monthly active Reddit users in the United States.
- There are currently more than 138,000 active subreddits.
- Reddit has 16 billion posts and comments collectively.
- Reddit is valued at more than $10 billion.
- Reddit is the 9th most popular social media platform in the US.
- Males comprise 61.2% of Reddit's user base, while females comprise 37.8%.
- Reddit has a prevailing user base of age groups from 18 to 29 years.

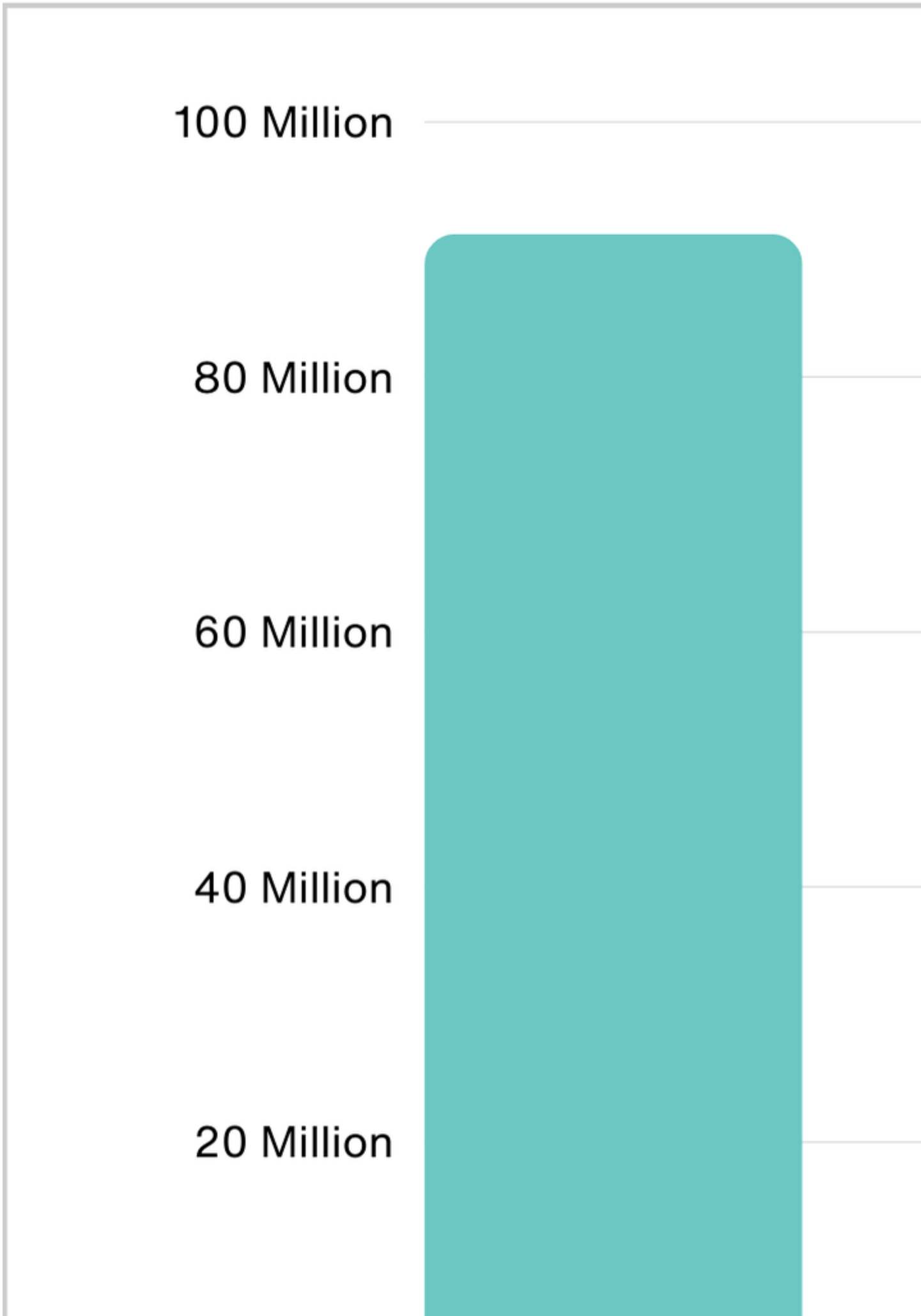
How Many Reddit Users Are There?

1) There Are 91.2 Million Active Daily Users On Reddit

Reddit has experienced a surge of new daily users between 2021 and 2022, gaining over 15 million active users.

The conciseness and reliability of the content on Reddit have helped the platform amass such a big audience.

With an abundance of daily users, Reddit is updated with the latest and trending content every day. The users are the main contributors to the platform.


100 Million
80 Million
60 Million
40 Million
20 Million

Here is a table showing the number of Reddit daily active users over the years:

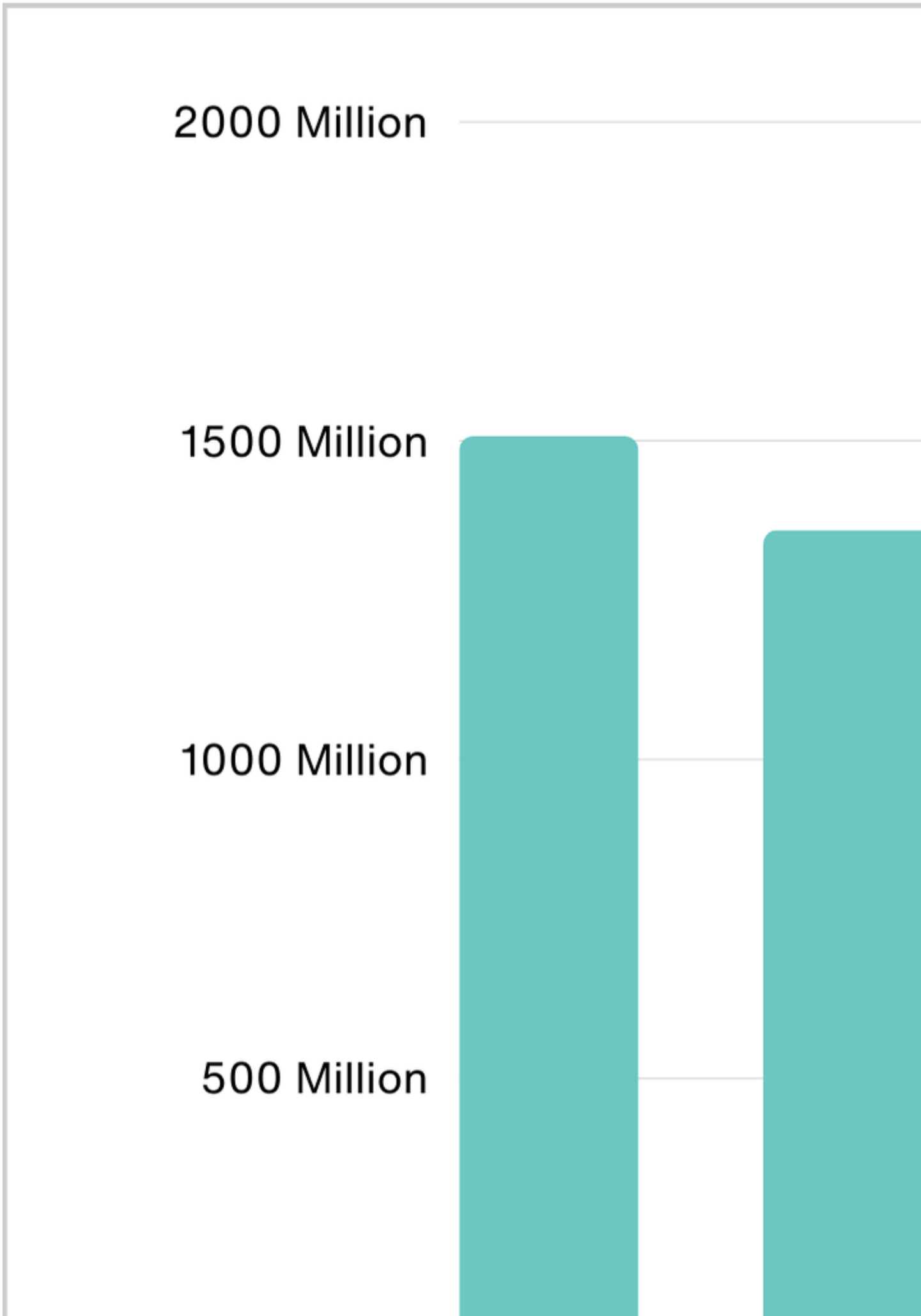
Year	Active Daily Users
2024	91.2 million
2023	73.1 million
2022	57.5 million
2021	53.3 million

Source: Reddit

2) Reddit Is Predicted To Have 1.21 Billion Monthly Active Users

The frequency of Redditors using the platform is high on a monthly scale. In 2020, Reddit reported around ~~430~~ 619 million active users, most of whom were daily users.

Though Reddit stopped reporting the monthly user count, This number is set to increase to billions in the future.


2000 Million
1500 Million
1000 Million
500 Million

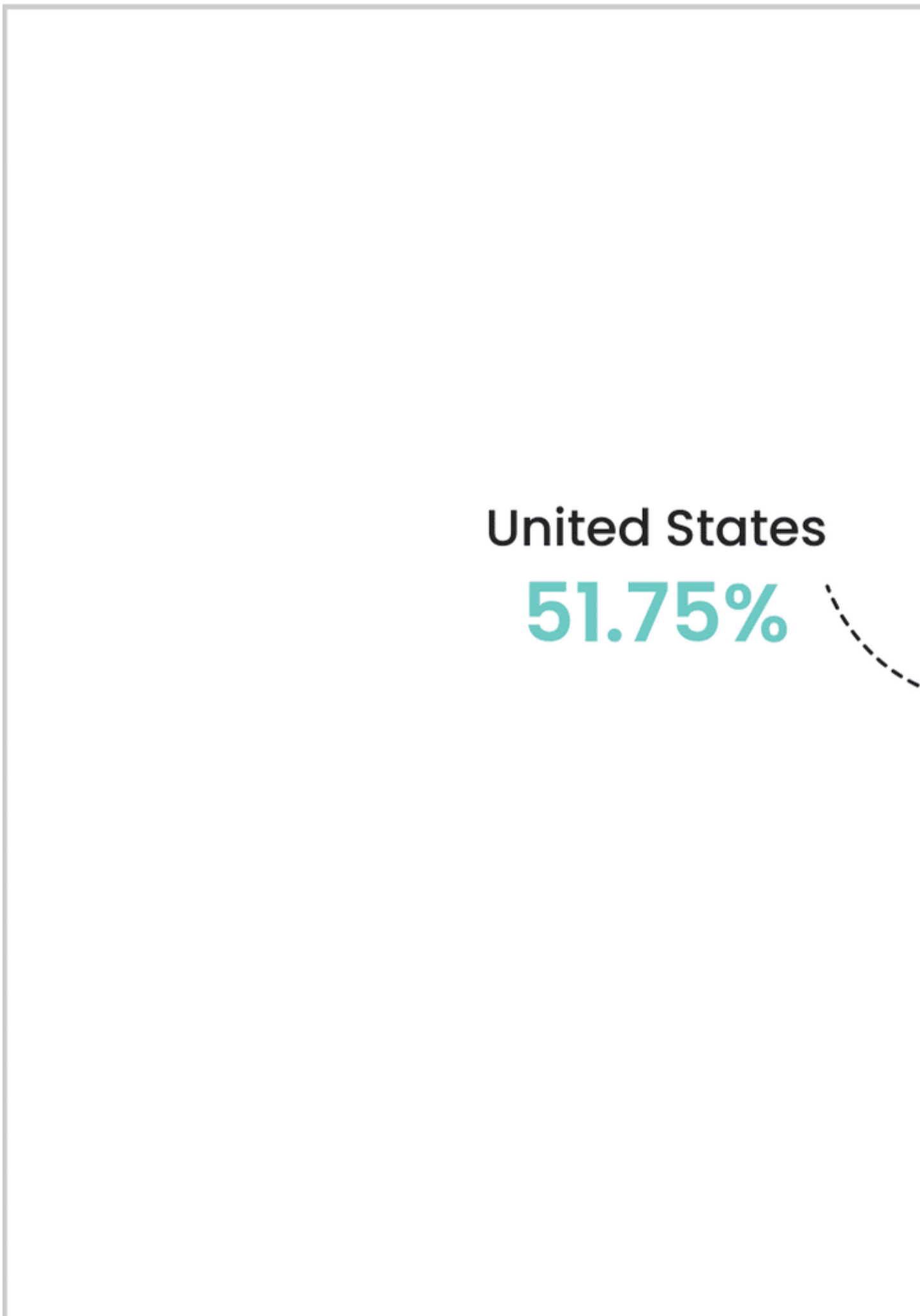
Timeline of monthly active users:

Year	Active Monthly Users
2026*	1,507 million
2025*	1,360 million
2024*	1,212 million
2023	1,021 million
2022	918 million
2021	861 million
2020	619 million
2019	430 million
2018	331 million

These numbers are projected considering a CAGR of 38.88% from 2015-2021

3) The United States Has 26.4 Million Redditors

The USA comprises around 47% of the total user base, with 26.4 million active Reddit users.


United States
51.75%

Here is Reddit's user base as per traffic shared by country:

Country	User Traffic Share
United States	51.75%
United Kingdom	7.15%
Canada	7.09%
Australia	3.57%
Germany	2.84%
Others	27.6%

Sources: Similarweb

3) 72% of Redditors Use Reddit For Entertainment and 43% for News

Due to its reliable and trustworthy content contributors, 43% of Reddit users turn to the platform for news, and 72% use it as a means of entertainment.

Reddit is full of content contributors from all niches. Reddit caters to every other need, from news and information to memes and marketing. With over 2.2 million subreddits, there is a subreddit for various topics.

Here is a brief of Reddit usage by category in the US:

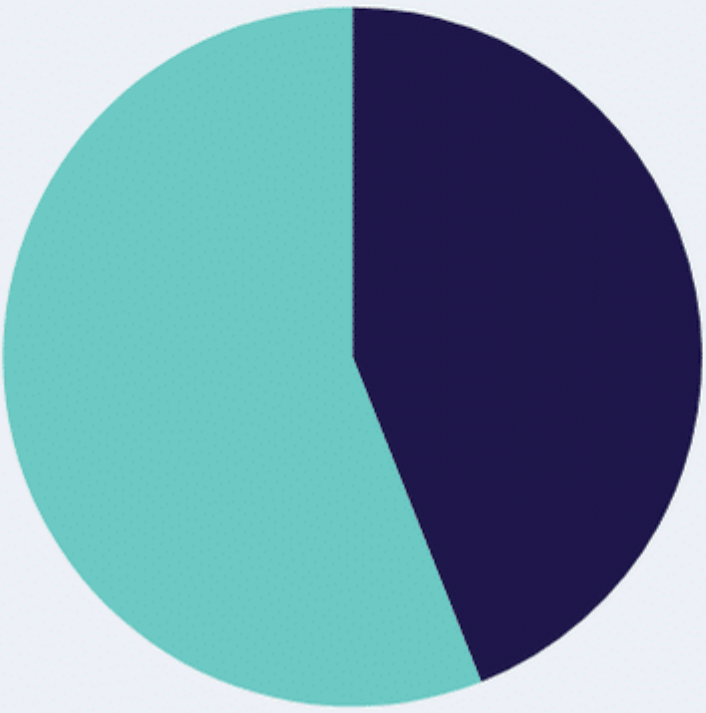
For entertainment	72%
For news	43%
For Brands/Companies	17%
To strengthen the professional network	8%

Sources: Statista

4) Reddit Is Most Popular With People Aged 19 To 29 Years

Since most Reddit content is more appealing and relevant to the 90's and GenZ kids, the Most dominant age group on Reddit is 19-29 years. A study in 2021 found that 36% of the adults using Reddit were between 19 and 29 years old.

Reddit User



44%

Rec

Reddit user percentage in accordance with age in the US.

Age Group	User Percentage
18 – 29	44%
30 – 49	31%
50 – 64	11%
65+	3%

Sources: Statista

5) 37.8% Of Women And 61.2% Of Men Use Reddit Globally

Due to the overall internet users being males, Reddit has been a male-dominated platform since the beginning.

61.2% of users on Reddit are male, while 37.8% of users are female.

The female audience is growing on Reddit due to more women-oriented subreddits like r/MakeupAddiction, r/Makeup, and r/SkincareAddiction.

Sources: Statista

6) Reddit's Premium Subscribers Is Estimated To Have Reached 555,910

Reddit also has a premium subscription plan that offers ad-free browsing, custom avatars, and gear. Many have opted to get premium, and more than 473,685 users are using Reddit Premium as of 2022.

Premium subscribers count over the years.

Year	Subscribers
2024*	555,910
2023	530,590
2022	473,685
2021	344,292
2020	247,680
2019	172,000
2018	132,308

Sources: Statista

Subreddit And Posts Statistics

Reddit has various dedicated communities called Subreddits where people with similar interests can post and discuss a topic.

7) Reddit Has Over 138,000 Active Subreddits

More than 2.2 million subreddits exist, of which 138,000 are considered active. These subreddits house millions of members and are heavily moderated.

Subreddits are the flesh and bones of Reddit. Users can join and contribute to the subreddits according to their needs and interests.

Here is a table showing some of the biggest subreddits by user count:

Subreddit	Members
r/announcements	263 million
r/funny	54.5 million
r/Askreddit	43.9 million
r/gaming	39 million
r/aww	35 million
r/worldnews	34 million

Sources: Reddit

8) Reddit Has Over 16 Billion Posts And Comments

There are more than 16 billion comments and posts on Reddit combined.

Due to the tightly knit and helping communities on Reddit, a comment is more valuable than a post. Hundreds of posts are made on Reddit daily, and thousands of comments are posted.

Sources: RedditInc

9) More Than 492.3 Million Posts And 2 Billion Comments Are Made On Reddit

Reddit is famous for its open nature and information-driven posts and comments. Reddit reported a massive total of over 492.3 billion posts and 2 billion comments in 2022.

This number will be much higher in the coming years as Reddit is gaining much traction worldwide.

Most Upvoted Posts On Reddit

Many wholesome posts received a lot of upvotes from Reddit users.

10) Ask Me Anything Posts Are The Most Responsive On Reddit

Post	Upvotes
Full screenshot of r/place 2022	434,300
Ukraine handed over nuclear weapons to Russia	403,500

Post	Upvotes
He finally got his acorn	326,800
Man stops to rescue kitten, gets ambushed by platoon	323,425

The AMA section is quite popular among Reddit users and non-users since it is centered around asking questions and getting informative responses with a hint of humor.

This section of Reddit is always on for action, with many celebrities and stars turning up to the AMA subreddits to interact with fans.

Post	Upvotes
Hello, I'm Nicolas Cage, and welcome to Ask Me Anything	197,540
I am Jon Stewart, host of The Problem with Jon Stewart	59,200
I'm Bill Gates, co-chair of the Bill and Melinda Gates Foundation	29,775
I'm LeVar Burton, host of LeVar Burton Reads. AMA!	41,000

Source: Reddit

Reddit Revenue Statistics

With millions of users worldwide, Reddit also has amassed significant revenue over the years.

11) Reddit Acquired $1.01 Billion In Ad Revenue

Reddit generates the majority of its revenue through online ads. The social platform made around $1.011 billion in revenue in 2024.

Ad Revenue Generated over the years:

Year	Revenue
2024	$1,011.27 million
2023	$788.76 million
2022	$652.56 million
2021	$439.17million
2020	$176.71 million
2019	$109.5 million
2018	$60.58 million

Sources: Statista

12) Growing Revenue From Reddit's Premium Subscriptions

Reddit accumulated around $23.68 million through the premium subscription fee.

Reddit also makes significant money from the premium subscribers' revenue. The platform is set to make approximately $32.57 million in premium subscriber revenue.

Revenue from premium subscriptions over the years.

Year	Revenue
2026*	$36.48 million
2025*	$32.07 million
2024*	$27.79 million
2023	$26.52 million
2022	$23.68 million
2021	$17.21 million
2020	$12.38 million
2019	$8.6 million
2018	$6.6 million

Sources: Statista

13) Reddit Had A $1.02 Average Revenue Per User

Reddit's average revenue per user has almost doubled in 2023. Reddit's ARPU has been increasing at a healthy rate over the past few years.

Average Revenue Per User over the years:

Year	Average Revenue Per User
2023	$1.02
2022	$0.6
2021	$0.46
2020	$0.32

14) Reddit Was Valued At Over $10 Billion In 2021

Reddit has received funding from various sources since it gained popularity. Due to the prestige brand presence, many famous personalities like Sam Altman, Snoop Dogg, and Jared Leto have invested in Reddit.

Investments in Reddit over the years:

Year	Investor	Amount	Valuation
2021	Fidelity Investments	$700 million	$10 billion
2019	Tencent	$300 million	$3 billion
2017	Advance Publications	$200 million	$1.8 billion

Sources: Wikipedia

General Reddit Statistics & Facts

- Reddit has over 1.9B site visits, ranked 10th in the USA, and an average visit duration of 8 minutes and 16 seconds. Similarweb
- In 2022, over 430 million posts were created and submitted on Reddit.
- 86% of internet users trust product reviews and opinions on Reddit.
- Reddit posts with titles of 60 to 80 characters receive the most upvotes: over 8,000 on average.
- In 2022, 780,604 subreddits were removed due to spam and content manipulation.
- Over 96% of Reddit's content is published in English. German, Spanish, Portuguese, and others make up for the remaining 4%.
- Reddit has over 100 million app downloads on the Google Play Store.
- Reddit is banned in China and Indonesia.
- 59% of all Reddit content was removed by moderators (AI algorithms and humans).
- Reddit has around 2000 employees.
- In the United States, 70% of Reddit users are white, 12% are Hispanic, and 7% are black.
- Python, GO, and JavaScript are used in the programming of Reddit.

Conclusion: Reddit Has More Than 1.2 Billion Monthly Active Users (MAU)

Reddit has solidified its position as a major player in the social media landscape. With 91.2 million daily active users and 1.21 billion monthly active users projected, the platform continues to grow rapidly. Reddit's appeal spans generations, with 44% of users aged 18-29.

The platform's diverse content, including 138,000 active subreddits, caters to various interests. With $522.4 million in ad revenue in 2023 and a valuation exceeding $10 billion, Reddit's financial success mirrors its user engagement. As it evolves, Reddit remains a powerful hub for information, entertainment, and community interaction.

About The Author

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Naveen Kumar is a Data and Statistical expert at DemandSage. With a strong foundation in data analysis, he focuses on transforming complex statistics into actionable insights for readers across diverse industries. Naveen's attention to detail ensures that his content remains accurate and relevant, offering valuable guidance for professionals seeking data-backed information. His expertise spans various topics, from digital marketing trends to emerging technologies, making his contributions essential for anyone looking to stay ahead in data-driven decision-making.